

Picture-Attacks of the Magnet Mafia

Heidi Zednik brings a fascinating art concept from the USA to Lake Traunsee.
by Josef Aigner

To unexpectedly confront people, to surprise, to stimulate, or disrupt in public places where one would least expect to see art. This basic idea of the graffiti movement is still alive, as is art as a social process and the need to escape the elite seclusion of studios and galleries.

But the sprayer from Zurich is passé. This group, as an isolated subculture, stands with one foot in the criminal world and with the other in art history. Their mostly narcissistic tags (images) offer no deeper messages.

The fun is in tossing the magnets

The artist Heidi Zednik (42), who was born in Miami, but grew up in Altmünster, and then returned to the USA in the 1980's, has been visiting her mother on Lake Traunsee. She also brought with her an interesting extension of graffiti art: Magnet Street Art.



maggi & heimrun translating

These interventions developed by street artists Matt Feeney and Harrison Nealey (Denver, USA) work, in contrast to graffiti, less as an act of protest, but rather as an incentive for communication. And how does this exactly work? Artists, and, above all, normal mortals paint on flexible magnets and place them, without first asking permission, somewhere in the public space, naturally on suitable metal surfaces: building facades, containers, vehicles, bridge supports....

It's especially fun for Magnet Mafia, as the group calls itself, to toss the magnets high enough so that they are unreachable once they stick.

If the magnets disturb the property owners they can remove them. There is no property damage.

But, should someone find a magnet and want to relocate the magnet, they can then email and send documentation to the artist via the website noted on the back of the magnet:
hello@magnetmafia.com.

Back to Altmünster: Heidi Zednik has brought her fellow artists Alicia Bailey and Donna Price to Austria so that they can collectively ignite the Street Art Exchange here.

Magnet-Painting Party at Altmünster Junior Highschool

On Saturday, January 12th, a magnet painting party will take place, where everyone is invited. 50 blank magnets will be available. The junior high students (11 & 13 year olds) intend to create a large painting for the school consisting of 15 magnets. Of course a few mafia members will fan out to place images in the village.

This will not be easy for one reason. As Heidi Zednik knows, "contrary to the USA, here there is primarily aluminum and very few steel surfaces."

A good portion of the painted magnets will be taken to the USA and distributed there as street art.

Info and contact:

www.magnetmafia.com

www.heidizednik.com